Do Lifestyle, Price and Quality of Goods Influence Muslim Consumers' Used Clothing Purchasing Decisions?

Novearnetha Noor Sayidina1*), Dinawati Buton2), Shimah Fauziah Yeubun3), Fachrudin Fiqri Affandy4)

1Sharia Banking Study Program Student  
E-mail: Ethasyaidina@gmail.com  
2Sharia Banking Study Program Student  
E-mail: dinawatibutondina@gmail.com  
3IAIN Fattahul Muluk Papua  
E-mail: zhimafauzia@gmail.com  
4IAIN Fattahul Muluk Papua  
E-mail: affandyjo@gmail.com

Abstract

The aim of conducting research on the factors that are considered in selecting and purchasing the interest in buying used clothes (thrifting) among IAIN Fattahul Muluk Papua students is to find out and see how important the factors that influence purchasing are to the buying interest of consumers. This research uses quantitative methods. The respondents in this research were IAIN Fattahul Muluk Papua students through a questionnaire, and this research can draw the conclusion that selection and purchasing influence students' interest in buying second-hand clothes (thrifting). Used clothes are very popular, especially in urban areas. Consumers' interest in buying second-hand clothes is very high, this is related to the lifestyle of modern society which is increasingly increasing, with the price range being more affordable and the quality of second-hand clothes still being good. A high lifestyle greatly influences consumers in consuming goods, the lifestyle factor itself will also influence the quality and price of the product. Factors that significantly influence consumers' buying interest in used clothing are price and quality.

Keywords : Lifestyle, product price, product quality

1. INTRODUCTION

The city of Jayapura is the capital of the province of Papua which is located in the easternmost part of Indonesia with the motto of the area of faith, clean, comfortable, faithful, beautiful and safe. Jayapura city has the only Islamic campus in Papua province, namely the IAIN Fattahul Muluk Papua campus which is located on Jln. Buperwaena red and white, Heram district, Jayapura city. The IAIN Fattahul Muluk Papua campus has three main faculties including: sharia faculty, tarbiyah faculty and Islamic economics and business faculty with 11 study programs. In these three faculties,
there is one faculty specifically for students to study economic policy, finance and how to manage sharia finance, namely the Faculty of Islamic Economics and Business or what is known as (FEBI). The Faculty of Economics and Islamic Business (FEBI) has two study programs including: Sharia Banking and Sharia Economics. This study program plays an important role in the business world which embraces various kinds of economic businesses.

Clothing is one of the primary needs of humankind daily life so that they can socialize in the community, Islam has explained the meaning of clothing contained within Q.S. Al-A'raf (7 : 26). As Quraish Shihab interpreted the verse above which contains "O Adam's children and grandchildren, we have given you clothing to cover your private parts and decorate yourself, but piety is clothing the best that can protect oneself from torment" (Shihab, 2022a). As a Muslim before buying clothes first pay attention to the pros and cons, by ensuring the product The ones used are also completely clean from dirt or disease Avoid harm and the clothes you wear provides benefits for life and blessings for the afterlife.

The growth of the fashion industry sector has experienced a rapid increase in the modern era, even fashion has become a trend among society so that it can increase a person's interest and can change fashion in monthly, weekly, even daily periods. (Rahmat 2018) Existing information technology has become a medium for conveying information on the latest fashion trends. (Indonesia et al. 2023) This change in trend is renewed by the existence of different perspectives and differences in society regarding fashion in appearance. Every person has a lifestyle that is their own characteristic. Therefore, lifestyle is one of the factors in choosing a product. which is in accordance with the price and quality of the product and in accordance with its financial capabilities.

Interest in buying used clothes among students is influenced by information and knowledge in buying used clothes (thrifting), especially among IAIN Fttahul Muluk Papua students. About ignorance about buying second-hand clothes (thrifting) even though almost all students already own cellphones, and are good at various social media. But in reality they don't understand how to buy used thrifting clothes). Currently the level of student awareness still needs to be increased. To increase this awareness, it is necessary to change one or several students with a different style so that it can attract the attention and interest of other students. Thus, it is necessary to carry out activities to promote a product both offline, including by changing the appearance and secondly, promoting the product through social media, so that it can attract the attention of students and others.

Lifestyle can simply be interpreted as a basic need that aims to change a person's appearance to keep up with existing developments. Apart from that, lifestyle is also a reflection of a person who describes choices in using time and money with the aim of gaining improvement and profits in the future. Buying used clothes (thrifting) starts from beginners by giving used clothes of very satisfactory quality to students so that can take advantage of circumstances that lead to greater profits than before. Meanwhile, research (Fabella, Devi, and Kurniati 2023) states that lifestyle is a person's pattern of...
living in the world which is expressed in his activities, interests and opinions, in the sense that in general a person's lifestyle can be seen from the routine activities he does, what he does. they think about all these things and also what they think about themselves and the outside world.

Price is a value agreement that is a requirement for exchange in a purchase transaction. Price can also be interpreted as something that the buyer must pay to receive the product. In simple terms, price can be interpreted as a quantity (monetary unit) and/or other aspects (non-monetary) that contain utility or interest in thrifting purchases with a positive relationship direction. Students at IAIN Fattahul Muluk Papua admit that the prices of goods offered by online shops are very affordable, so buying second-hand clothes will result in them recommending the online shop they frequent to friends or other people. Apart from that, other factors regarding price, namely the suitability of price to product quality, the benefits received and the suitability of price competitiveness, influence the purchase of used clothing (thrifting). The results of this research support previous research conducted by (Rahayu Tri Astuti 2013) which stated that price has a significant effect on interest in purchasing used clothes (thrifting). This shows that the more suitable the price is perceived by students at IAIN Fattahul Muluk Papua, the more interest in purchasing clothes. used (thrifting) is increasing because online shop customers compare the prices of one online shop with another, which has an impact on interest in purchasing used clothes (thrifting).

Product quality is a reflection of the product's ability to carry out its duties which includes durability, reliability or progress, strength, ease of packaging and product repair (Wibowo and Sumiati 2017). Product quality is that consumers will feel satisfied if the results of their evaluation show that the product they use is of high quality. (Adji and Semuel 2014) The results of this research support previous research conducted by (Sari, Yulisetiarini, and Sudaryanto 2016) which stated that product quality has a positive and significant effect on online customer satisfaction.

Based on the phenomena and research above, researchers are interested in conducting research again with the title "The Influence of Lifestyle, Interests and Prices on the Interest in Buying Used Clothes (Thrifting) among IAIN Fattahul Muluk Papua Students". In this research, price and quality are used to increase consumer interest because price is considered to have a high influence on a person's intention to buy used clothes (thrifting). Through quality, it can be seen how high the level of consumer trust in existing used clothes (thrifting) is. among students at IAIN Fattahul Muluk Papua, Jayapura city".

2. LITERATURE REVIEW

Lifestyle

According to Kotler and Keller (Kamaluddin 2018) lifestyle is a person's pattern of living in the world which is reflected in activities, interests and opinions. Lifestyle captures the interaction of a "whole person" with their environment. Lifestyle shows how a person lives their life, spends money and uses their time.

Price
According to Philip Kotler (Putra 2019) price is the easiest marketing mix element to regulate product features. Price also communicates to the market the value of a company's product or brand. According to Kotler & Armstrong (Mega Puspita and Budiatmo 2022), price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service.

Product quality

According to Schroeder (Mega Puspita and Budiatmo 2022) Quality is defined as "suitability for use" meaning that the product or service meets customer needs, meaning that the product is suitable for customer use which is related to the value received by the customer and to consumer satisfaction.

3. RESEARCH METHOD

This research is quantitative research with primary data and secondary data. Primary data is data obtained directly from respondents, namely IAIN Fattahul Muluk Papua students. Meanwhile, secondary data was obtained from journals related to this research. The collection method in this research was obtained by distributing questionnaires to 66 student respondents at IAIN Fattahul Muluk Papua. Then, after the data was collected, testing was carried out using the SPSS 20 analysis tool.

4. RESULTS AND DISCUSSION

Results

1. Reliability Test and Validity Test Results

   a. Reliability Test

   Table 1.1 Reliability Test Results

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>0.918</td>
</tr>
</tbody>
</table>

   Source: Research Data, 2023

From table 1.1 above, it explains the reliability test of lifestyle, price and quality variables on interest in buying used clothes (thrifting) among IAIN Fattahul Muluk Papua students using Cronbach's alpha in a reliability test. Reliability Test is a tool for measuring a questionnaire which is an indicator of change or variable. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. The basis for determining whether data is reliable or not is according to Ghozali (2016). It can be concluded that all items in
the lifestyle, price and product quality variables have a Cronbach's alpha value of 918 > 0.70, so they are said to be reliable.

b. Validity test

**Table 1.2**

<table>
<thead>
<tr>
<th>Item-Total Statistics</th>
<th>Scale Mean</th>
<th>Scale Variance</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach's Alpha of Item Divided</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1.1</td>
<td>0.63</td>
<td>0.61</td>
<td>0.59</td>
<td>0.915</td>
</tr>
<tr>
<td>X1.2</td>
<td>0.64</td>
<td>0.62</td>
<td>0.57</td>
<td>0.914</td>
</tr>
<tr>
<td>X1.3</td>
<td>0.62</td>
<td>0.60</td>
<td>0.47</td>
<td>0.916</td>
</tr>
<tr>
<td>X2.1</td>
<td>0.64</td>
<td>0.59</td>
<td>0.73</td>
<td>0.909</td>
</tr>
<tr>
<td>X2.2</td>
<td>0.63</td>
<td>0.63</td>
<td>0.47</td>
<td>0.913</td>
</tr>
<tr>
<td>X2.3</td>
<td>0.63</td>
<td>0.62</td>
<td>0.54</td>
<td>0.915</td>
</tr>
<tr>
<td>X3.1</td>
<td>0.61</td>
<td>0.64</td>
<td>0.48</td>
<td>0.918</td>
</tr>
<tr>
<td>X3.2</td>
<td>0.63</td>
<td>0.59</td>
<td>0.74</td>
<td>0.905</td>
</tr>
<tr>
<td>X3.3</td>
<td>0.64</td>
<td>0.61</td>
<td>0.56</td>
<td>0.913</td>
</tr>
<tr>
<td>X4.1</td>
<td>0.65</td>
<td>0.59</td>
<td>0.75</td>
<td>0.909</td>
</tr>
<tr>
<td>X4.2</td>
<td>0.65</td>
<td>0.58</td>
<td>0.63</td>
<td>0.911</td>
</tr>
<tr>
<td>X4.3</td>
<td>0.64</td>
<td>0.59</td>
<td>0.86</td>
<td>0.912</td>
</tr>
<tr>
<td>X5.1</td>
<td>0.64</td>
<td>0.60</td>
<td>0.61</td>
<td>0.913</td>
</tr>
<tr>
<td>X5.2</td>
<td>0.64</td>
<td>0.60</td>
<td>0.71</td>
<td>0.910</td>
</tr>
</tbody>
</table>

*Source: Research Results Data, 2023*

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statements in the questionnaire are able to express something that the questionnaire will measure. Whether it is valid or not is measured by testing the significant correlation coefficient at a significance level of 0.05. If the calculated r is greater than the r table then the variable is declared valid.

2. Classic assumption test

a. Data Normality Test

Kolmogorov Smirnov test, it shows that the significance value obtained is 0.052, because the significant value is greater than 0.05, it can be said that the data is normally distributed. Following are the results of the data normality test.

**Table 1.3 Normality Test Results**

<table>
<thead>
<tr>
<th>N</th>
<th>86</th>
</tr>
</thead>
<tbody>
<tr>
<td>Normal Parameters</td>
<td>Mean: 0.000000</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>2.31589129</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Absolute: 117</td>
</tr>
<tr>
<td>Positive</td>
<td>0.94</td>
</tr>
<tr>
<td>Negative</td>
<td>-0.117</td>
</tr>
<tr>
<td>Test Statistic</td>
<td>.117</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
<td>.026</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.c. Lilliefors Significance Correction.
b. Multicollinearity Test

It is known that the tolerance values in this study were 503, 555, and 494 and the VIF values were 1,989, 1,802, and 2,026. Thus, this value has a tolerance value of more than 0.10 and a VIF value of less than 10. So it can be interpreted that the research (lifestyle, product price, and product quality) does not have multicollinearity. The following are the results of the multicollinearity test in this research:

![Table 1.4 Multicollinearity Test Results](https://source_data.com)

Source: Research Results Data, 2023

c. Heteroscedasticity Test

![Table 1.5 Heteroscedasticity Test Results](https://source_data.com)

Source: Research Results Data, 2023

3. Multiple Linear Regression Test

Multiple linear regression tests are used to test hypotheses from previously formulated research. Based on the research results, the following multiple linear regression equation is obtained:

\[ Y = -2,674 + 705X_1 + 539X_2 + 510X_3 \]

Information:
- \( Y \): Purchase Decision
- \( X_1 \): Lifestyle
Based on the regression equation above, it can be explained as follows:

a. The equation above shows a constant value of -2.674. This means that if the lifestyle variables, product price and product quality have a value of zero then the purchasing decision will have a negative value of -2.674, meaning that the influence of the lifestyle variables, product price and product quality is very important to improve purchasing decisions.

b. The lifestyle variable has a positive coefficient value of 705. This means that the lifestyle variable has a positive effect on purchasing decisions.

c. Product price variable has a positive coefficient value of 539. This means that the product price variable has a positive effect on purchasing decisions.

d. Product quality variable has a positive coefficient of 510. This means that the product quality variable has a positive effect on purchasing decisions.

Table 1.6

Results of Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-2.674</td>
<td>2.385</td>
<td>-1.121</td>
<td>.266</td>
</tr>
<tr>
<td>Gaya Hi</td>
<td>.705</td>
<td>.181</td>
<td>.408</td>
<td>3.901</td>
</tr>
<tr>
<td>Harga Produk</td>
<td>.539</td>
<td>.259</td>
<td>.207</td>
<td>2.077</td>
</tr>
<tr>
<td>Kualitas Produk</td>
<td>.510</td>
<td>.171</td>
<td>.315</td>
<td>2.985</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Minat Beli

Source: Research Results Data, 2023

4. Hypothesis Test (Statistical Test)

a. t Test (Partial)

Table 1.7

Partial Test Results

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-2.674</td>
<td>2.385</td>
<td>-1.121</td>
<td>.266</td>
</tr>
<tr>
<td>Gaya Hi</td>
<td>.705</td>
<td>.181</td>
<td>.408</td>
<td>3.901</td>
</tr>
<tr>
<td>Harga Produk</td>
<td>.539</td>
<td>.259</td>
<td>.207</td>
<td>2.077</td>
</tr>
<tr>
<td>Kualitas Produk</td>
<td>.510</td>
<td>.171</td>
<td>.315</td>
<td>2.985</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Minat Beli
Based on the calculations above, it can be concluded that the t test (partial) variables Furthermore, the opinion variable has a significant effect on students' interest in buying used clothes (thrifting) for IAIN Fattahul Muluk Papua students with a value of $0.00 > 0.05$

b. **f Test (Simultaneous)**

**Table 1.8**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>673,562</td>
<td>3</td>
<td>224,521</td>
<td>39,958</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>348,377</td>
<td>62</td>
<td>5,619</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1021,939</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Kualitas Produk, Harga Produk, Gaya Hi

Based on the results of the f test (simultaneous) above, it can be seen that the sig value is $0.000 < 0.05$, this states that the lifestyle variables, product price and product quality have a significant simultaneous effect on students' interest in buying used clothes (thrifting) among IAIN Fattahul Muluk Papua students.

c. **Coefficient of Determination (Adjusted R Square)**

The coefficient of determination aims to measure how far the model's ability can explain variations in the dependent variable as seen from its magnitude (Adjusted R Square) to find out how far the independent variables, namely lifestyle, product price and product quality, are correlated with the dependent variable, namely purchasing decisions (Febriaty, 2019). Based on the results of the coefficient of differentiation test in this research, it can be seen that lifestyle, product price and product quality have a strong influence with a value of 0.697 or 69.7% on the decision to purchase used clothing products (thrifting) among students. The following are the results of the coefficient of determination test in this study:

**Table 1.9 Results**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.812*</td>
<td>.659</td>
<td>.643</td>
<td>2.37044</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Kualitas Produk, Harga Produk, Gaya Hi
b. Dependent Variable: Minat Beli
Based on the calculation above, the R square coefficient value is 0.812 or 81.2\%, which means that independent abilities, namely lifestyle, product price and product quality, simultaneously influence the interest in buying used clothes (thrifting) among IAIN Fattahul Muluk Papua students.

**Discussion**

1. The influence of lifestyle on students' decisions regarding interest in buying used clothes (thrifting).

   Based on the results of the analysis, it was found that lifestyle variables had a positive and significant effect on the decision to buy used clothes (thrifting). These results indicate that the higher the consumer's shopping lifestyle to support their appearance, what they use in everyday life and the cheaper used clothing can increase consumers' interest in buying.

   This is because the higher the consumer's lifestyle, the more consumers will not hesitate to make a purchasing decision. The results of this research also support research conducted by (Mulyana 2021) and (Mapossa 2018) which states that lifestyle has a significant influence on purchasing decisions.

2. The influence of product price on the decision to buy used clothes (thrifting) among students

   Based on the results of the analysis, it was found that it had a positive and significant effect on the decision to buy used clothes (thrifting). These results indicate that consumers in their purchases also consider price, but the higher or more expensive used products will cause reduced consumer intentions in purchasing decisions because relatively cheap prices are actually one of the considerations for consumers choosing to shop at thrifting or used goods stores, so that if the price being more expensive will reduce the desire to buy or decrease purchasing decisions. (Rorong et al. 2021) (Karnawati and Santoso 2023) and (Silalahi and Susantri 2018) who found that price influences purchasing decisions, but the direction of the influence is different.

3. The influence of product quality on students' decisions regarding interest in buying used clothes (thrifting).

   Based on the results of the analysis, the product quality variable has a positive and significant effect on the decision to purchase used clothing (thrifting). These results show that consumers make purchasing decisions also considering product quality. Consumers have the belief or belief that second-hand or thrifting goods are of better quality than local branded goods, even though second-hand goods are still suitable for use and can provide positive encouragement in making purchases. Research results (Silalahi and Susantri 2018) state that product quality influences purchasing decisions.
4. Islamic views on the influence of lifestyle, price and product quality on interest in buying used clothes

This is due to the influence of lifestyle in the surrounding environment or today's social environment which follows many of the current trends, such as trends from Korean culture, which have a big influence on a consumer's behavior in choosing the used clothes they want to fulfill their life needs. Imam Al-Ghazali explained that there are three needs for a human being, namely food, shelter and clothing. Of these three needs, clothing also plays an important role in the life of a human being so that he or she can appear well in the social environment. The Qur'an has explained the function of clothing as stated by Allah SWT in verse 26 of QS Al-A'raf as follows:

يَبْنِي ٓءَادَمَ ۖ وَأَنزَلْنَا عَلَيْكُمْ لَبَاسٌ ۖ وَرِيشٌ ۖ وَلِبَاسٌ ٱلتَّقُوَىٰ ذَٰلِكَٓ مِن ٓءَايَـٰتِٓ ٱللَّـٰهِ ۖ ۚ لِبَاسُ ٱلنَِّزْهَرٍ ۖ ۚ ذَٰلِكَٓ مِن ٓءَايَـٰتِٓ ٱللَّـٰهِ ۖ ۚ لِبَاسُ ٱلنَِّزْهَرٍ ۖ ۚ ذَٰلِكَٓ مِن ٓءَايَـٰتِٓ ٱللَّـٰهِ

Translation: "O son of Adam, indeed We have sent down to you clothes to cover your private parts and beautiful clothes of ornaments. And the clothes of piety are the best. That is part of the signs of God's power, hopefully they always remember"

(Supriatna, 2022)

Quraish Shihab interpreted the verse above as saying "O children and grandchildren of Adam, we have given you clothing to cover your private parts and decorate yourself, but piety is the best clothing that can protect yourself from torment" (Shihab, 2022a). Arief Hoetoro argues about Islam by establishing the basic principle that a human being is obliged to consume halal goods and services (thoyyib) (Hoetoro, 2018). This research shows the results of the behavior of a consumer who buys used clothes based on life needs which is based on the desire to fulfill his satisfaction because social status has an important role in a consumer's behavior related to a purchasing decision, where this thrifting trend always evolves every month to every year. Basically, Islam has emphasized that the function of clothing is to cover one's private parts and to decorate one's self in order to be devoted to Allah SWT, however, people's behavior in buying used clothes is not based on Islamic principles because they buy used clothes excessively and consumers always have a new style to look for. wearing clothes that are based on prestige with the aim of meeting lifestyle needs in order to remain trendy in the social environment.

Interest is a consumer's interest in used clothing products with the aim of fulfilling lifestyle needs so that they look good even though the product is made from used clothing, but this does not rule out the possibility for a consumer to be out of date with the fashion trends that are being followed by society today. For a Muslim, when wearing a clothing product, it is necessary to pay attention that the clothing must be completely free from disease to avoid harm, therefore using used clothing must bring benefits and be free from dirt or disease. Basically, buying interest is a person's desire for a particular object that people want to buy based on needs as explained in QS Al-An'am verse 79. Allah SWT says as follows:

الَّذِي ۖ وَعَلَّمَ ۚ وَلَروى حُكْمًا وَكَلَّمَ ۖ وَقُلْنَا ۖ وَهُمْ مِنَ ٱلْمُمْتَرِكِينَ
Translation: "Indeed, I turn my face (only) to the One who created the heavens and the earth by (following) the straight religion and I am not one of the idolaters" (Kementerian Agama RI, 2020) (Kemenag Qur’an, 2023).

Quraish Shihab interprets QS Al-An'am verse 79 which states that he refuses to make him God and says that I cannot accept a god who can disappear and change (Shihab, 2022b). Based on the results of this research, when consumers are interested in a used clothing product, they want to buy large quantities because the quality is still good, low budget, and the outfit they wear can still be mixed and matched according to current fashion trends without thinking about the benefits and the harm that comes from using these used clothes.

5. CONCLUSION
The influence of lifestyle is one of the factors that can attract a person's attention, such as appearance, the thing that people like the most, especially among students, who currently come with various appearances that always follow trends, both on social media and in the surrounding environment, this is has happened to Iain Fattahul Muluk Papua students. Where some Iain Fattahul Muluk Papua students follow this style so they can compete with other students. The goal of appearance is to remain elegant, attractive and influential to other people. Apart from lifestyle, quality and price also greatly influence a person's interest in buying goods, both second-hand and local brands. These two sides can make someone confident and confident in buying goods when the goods are good as well as at a price that matches the quality, if the price is high but the quality of the goods is not convincing then consumers will hesitate in buying and vice versa, if the price is low However, the quality is very satisfying for consumers so they will buy happily without any doubt. Therefore, appearance is not only in terms of expensive and branded goods, but secondhand goods in used clothes (thrifting) are also very necessary, because not all used goods do not necessarily have a negative impact but have a positive impact if used as well as possible.

6. REFERENCES

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